



Commercial Floriculture Survey

FACT SHEET

United States Department of Agriculture

National Agricultural Statistics Service (NASS)

Survey Contact: David Hancock (202) 690-2388, david_hancock@nass.usda.gov
NASS Customer Service Hotline: (800) 727-9540, nass@nass.usda.gov

- ◆ USDA's National Agricultural Statistics Service (NASS) will conduct the Commercial Floriculture Survey for the 2005 growing season.
- ◆ Questionnaires will be mailed to commercial floriculture operations to collect production statistics beginning either December 1, 2005 or January 2, 2006.
- ◆ Growers in 36 states will be contacted for floriculture production data.
- ◆ Key data items will include number of units sold, price per unit, value of sales, number of producers and area of production.
- ◆ The commercial floriculture and nursery industry grew 121 percent from 1988 to 1998, with sales totaling more than \$10 billion per year. (Source 1998 Census of Horticultural Specialties)
- ◆ The 2004 wholesale value of floriculture crops was up two percent from the previous year. The total crop value at wholesale for all growers with \$10,000 or more in sales was estimated at \$5.18 billion in 2004, compared with \$5.08 billion for 2003. This represents a significant contribution to farm income and the Gross Domestic Product.
- ◆ It is vital to record the growth of floriculture so supporting industries and policymakers can provide necessary resources.
- ◆ Floriculture statistics demonstrate the economic contribution of this industry to U.S. agriculture.
- ◆ Complete, accurate and timely reporting by growers will make the Commercial Floriculture Survey an effective tool for measuring America's commercial floriculture industry. Information in the survey report comes from the best possible source – YOU, the grower.
- ◆ Individual operation information is **confidential by law**. NASS safeguards the confidentiality of all survey responses and publishes State and U.S. data only, ensuring that no individual operation or grower will be identified.
- ◆ All reports will be available free through the NASS Web site at www.nass.usda.gov. To order a printed copy of any NASS report, call the NASS Order Desk at (800) 999-6779. For information on all NASS reports, call the NASS Customer Service Hotline at (800) 727-9540.